

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

PGE 0015 – GENERAL ENGLISH
(All Sections)

29 MAY 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** printed pages with **3** sections.
2. Answer **ALL** questions.
3. Write **ALL** your answers in the Answer Booklet.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: Read the following passage and answer the questions that follow.

How creativity is helped by failure

A design college in the United States has just started a new exhibition about creativity, which will run till January. It is called "Permission to Fail". The curator asked a group of 50 prestigious designers and illustrators to send in their mess-ups, rough drafts and preliminary sketches so that they could be put on display. 1

Now, this may seem like an odd thing to do. Most exhibitions are all about the finished product, the pristine new car design, perhaps, or the flawless painting. But the college, called Mount Ida in Massachusetts, wanted its students to engage not with the finished article, but what happened beforehand. They wanted to reach into the true characteristics of how creativity happens. 5

In their book *Art and Fear*, David Bayles and Ted Orland tell of a ceramics teacher who announced on the opening day of class that he was dividing the students into two groups. Half were told that they would be graded on quantity. On the final day of term, the teacher said he would come to class with some scales and weigh the pots they had made. They would get an "A" for 50lb of pots, a "B" for 40lb, and so on. The other half would be graded on quality. They just had to bring along their one, **pristine**, perfectly designed pot. 10 15

The results were emphatic as the works of highest quality, the most beautiful and creative designs, were all produced by the group graded for quantity. As Bayles and Orland put it: "It seems that while the 'quantity' group was busily churning out piles of work - and learning from their mistakes - the 'quality' group had sat theorising about perfection, and in the end had little more to show for their efforts than grandiose theories and a pile of dead clay." 20

This turns out to be a profound metaphor. The British inventor James Dyson didn't create the dual cyclone vacuum cleaner in a **flash** of inspiration. The product, now used by millions, did not emerge fully formed in his mind. Instead, he did what the group graded for quantity did. He tried and failed, triggering new insights, before trying and failing again - and slowly the design improved. 25

In fact, Dyson worked his way through 5,126 failed prototypes before coming up with a design that ultimately **transformed** household cleaning. As he put it: "People think of creativity as a mystical process. This model conceives of innovation as something that happens to geniuses, but this could not be more wrong. Creativity is something we can all improve at, by realizing that it has specific characteristics. Above all, it is about daring to learn from our mistakes". 30

One good example is Pixar, an animation company that has become synonymous with creativity following its blockbuster successes with *Toy Story*, *Finding Nemo* and *Monsters Inc.* It might be **supposed** that these wonderful plots were put together by resident geniuses with sublime imaginations, but the reality is very different. The initial ideas for new storylines are just the starting point, like Dyson's initial prototype. It is what happens next that really matters. 35

The storyline is systematically pulled apart. As the animation gets into operation, each frame, each strand of the narrative, is subject to testing, debate and adaptation. It takes around 12,000 storyboard drawings to make one 90-minute feature, and because of the iterative process, story teams often create more than 125,000 storyboards by the time the film is actually delivered. 40

The tales we tell about creativity overlook this, too. We think of Archimedes

shouting "eureka" or Newton being hit on the head by the apple and instantaneously 45
inventing the theory of gravity. However, these stories are pure fiction. They get the
direction of creativity the wrong way around. Insight is the endpoint of a long term,
iterative process, rather than the starting point. As the neuroscientist David Eagleman
puts it in *The Secret Lives of the Brain*: "When an idea is served up from behind the
scenes, the neural circuitry has been working on the problems for hours or days or 50
years, consolidating information and trying out new combinations. Yet, you merely
take credit without further wonderment at the vast, hidden political machinery behind
the scenes."

The problem in the world today is that we only see the final product - the amazing
movie, the super-efficient vacuum cleaner, the vogue theory. What we do not see is 55
the deeper story of how these innovations emerge.

Creativity is a journey that involves taking wrong turns along the way. This is
precisely why the design college was so keen to exhibit the failures and wrong turns.
This could not be of deeper significance, because unless we truly understand how
creativity happens, it will remain **elusive**. Youngsters who are taught to think about 60
failure in a more positive light not only become more creative, but more resilient,
too. They regard their mess-ups not as reasons to give up, but as intriguing and
educative. They engage with these failures, learn from them, and, by implication,
develop new insights, and ever deeper curiosity.

"Dare to fail" is a powerful slogan. It does not mean we should aim at failure - 65
rather it hints at the paradox that creativity is a journey that involves taking wrong
turns along the way. Organizations like Google, Apple, Dyson and Pixar have
developed cultures that, in their different ways, create the conditions for empowering
failure. They have become living ecosystems of the imagination, fired by the courage
to test ideas, to see their flaws, and to be triggered into new associations and insights. 70
As Andrew Stanton, director of *Finding Nemo* and *WALL-E*, put it: "My strategy has
always been: be wrong as fast as we can... which basically means, we are going to
fail; let us just admit that. Let us not be afraid of that. You cannot get to adulthood
before you go through puberty. I will not get it right the first time, but I will get it
wrong really soon, really quickly." 75

*Adapted from Syed, M. (2015, November 14). Viewpoint: How creativity is helped by failure. Retrieved
from: <http://www.bbc.com/news/magazine-34775411>*

Question 1: Contextual Clues (5 marks)

Instructions: Based on the passage, provide a word or phrase that best defines each
of the following words.

- a) pristine (line 16)
- b) flash (line 24)
- c) transformed (line 29)
- d) supposed (line 36)
- e) elusive (line 60)

Continued...

Question 2: True-False Statement (5 marks)

Instructions: For each statement, write **TRUE** if the statement is true and **FALSE** if the statement is false.

- a) Creativity is a process that involves more successes than failures.
- b) Toy Story, Finding Nemo and Monsters Inc. are all movies done by Pixar company.
- c) A ceramics teacher wrote a story about his/her students in the book entitled Art and Fear.
- d) Pixar company claims that its movies were always rated from average to perfect.
- e) Archimedes shouting "eureka" is an example of a fictional tale about creativity.

Question 3: Comprehension (15 marks)

Instructions: Answer the following questions in complete sentences.

- a) What was the purpose of the exhibition called "Permission to Fail"? (1 mark)
- b) In the book Art and Fear, what kind of works were produced by the group graded for quantity? (2 marks)
- c) According to the author, how is the British inventor James Dyson similar to the group graded for quantity? (2 marks)
- d) How does Pixar, the animation company systematically pulled apart the storyline of its blockbuster movies? (2 marks)
- e) How does the author define insight? (2 marks)
- f) Why should we teach youngsters to think about failure in a more positive light? (4 marks)
- g) What is the meaning of the slogan "Dare to Fail"? (2 marks)

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SECTION B: GRAMMAR [15 MARKS]**Question 1: Verb Tense Consistency (5 marks)**

Instructions: This extract contains five errors in verb tense consistency. Identify and correct the errors as illustrated in the example.

<u>No.</u>	<u>Line</u>	<u>Error</u>	<u>Correction</u>
0	2	have	has

Children get arthritis, too

The United States Centers for Disease Control and Prevention (CDC) 1
published in 2015 that one in 250 children have some form of joint pain that
may be related to either an autoimmune condition or infection. If the pain is due
to an underlying infection, treating the child would usually resulted in complete
resolution of the arthritis. 5

However, some of these children may have an autoimmune cause for their
arthritis. These children would have seen many doctors and the pain did not
appear to go away with standard painkillers. At times, the pain can be so severe
that they cannot do normal activities in school, or worse, they will skip school
completely as they are unable to get up from bed and walk. 10

When the joint pain had lasted more than six weeks, the child may have a
condition called childhood arthritis (known medically as Juvenile Idiopathic
Arthritis or JIA), and it affects children and teenagers up to the age of 16. This is
a chronic condition and is due to the immune system attacking the joint capsule
or synovium, leading to overt inflammation. This inflammation will lead to pain, 15
swelling and increased warmth on the skin surface.

The pain is usually associated with early morning stiffness. This means that
the child will have difficulty straightening or bending the affected joint in the
morning. These children moving around with bent knees or elbows, and
sometimes, they can be seen walking with a limp. The exact cause of this 20
condition is still unknown. Unfortunately, due to lack of awareness, many of
these children only get referred many months later to a paediatric
rheumatologist.

JIA is an aggressive condition, and if not managed early, can lead to long-
term damage to the structures within and surrounding the joint. As these children 25
are growing, this disease can affect their growth plate, leading to shortening of
their limbs. Worse still is that when the bones were completely damaged, they
will not be able to bend their joints.

It is very important to get these children treated as soon as possible to prevent
long-term damage to all these vital structures in their body.

Adapted from Cham, W.T. (2017) Children get arthritis, too. Retrieved from:
<http://www.star2.com/family/children/2017/02/19/children-get-arthritis-too/>

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Question 2: Verb Tenses (10 marks)

Instructions: Fill in the blanks with appropriate usage of tenses for the words in the brackets.

Example: The chief executive of Uber on Sunday (0) **opened (open)** an internal investigation into claims of sexual harassment made by a former engineer at the company.

The chief executive of Uber on Sunday (0) _____ (open) an internal investigation into claims of sexual harassment made by a former engineer at the company. The engineer, Susan Fowler, (1) _____ (say) that she was sexually harassed by her direct supervisor during her time at Uber and that after she reported those claims to the human resources department, they were ignored. She gave her account in a lengthy post on her personal blog on Sunday. It was clear that he was trying to (2) _____ (get) me to have sex with him, and it was so clearly out of line that I immediately took screenshots of these chat messages and reported him to HR," Ms. Fowler wrote. "Upper management (3) _____ (tell) me that he 'was a high performer' who had stellar performance reviews from his superiors and they would not feel comfortable punishing him for what was probably just an innocent mistake on his part."

Ms. Fowler left Uber in December and this year joined Stripe, a payments processing start-up. Ms. Fowler's account is another sign of Silicon Valley's struggle with women's issues and diversity in a male-dominated engineering environment. In 2015, the venture capital world was put under the microscope when Ellen Pao, a former partner at Kleiner Perkins Caufield & Byers, (4) _____ (claim) in a lawsuit that she was discriminated against at the blue-chip venture firm because of her gender. She lost the case. Ms. Fowler's story (5) _____ (be) particularly resonant because of Uber's reputation for having an intense workplace culture with high turnover. Hours after Ms. Fowler's post, Travis Kalanick, Uber's chief executive, said it was the first time the issue had come to his attention. He said he (6) _____ (instruct) Liane Hornsey, the company's recently hired chief of human resources, "to conduct an urgent investigation into these allegations."

Mr. Kalanick said in an emailed statement: "What she (7) _____ (describe) is abhorrent and against everything Uber stands for and believes in. We (8) _____ (seek) to make Uber a just workplace for everyone, and there can be absolutely no place for this kind of behaviour at Uber and anyone who behaves this way or thinks this is okay will be fired."

In a Twitter post on Sunday, Arianna Huffington, the business mogul and a board member at Uber, solicited feedback from employees and said she (9) _____ (work) with Ms. Hornsey to support the investigation. Messages sent to Ms. Fowler over email and Twitter were not immediately answered on Sunday. Uber recently faced a backlash when Mr. Kalanick (10) _____ (agree) to join President Trump's economic advisory council. The matter reached a fever pitch around the time of Mr. Trump's travel ban against seven predominantly Muslim countries, and hundreds of thousands of people deleted their Uber accounts from their phones in protest of the company. After the outcry, Mr. Kalanick eventually stepped down from Mr. Trump's council.

Adapted from Isaac, M. (2017, Feb 19). Uber Investigating Sexual Harassment Claims by Ex-Employee. Retrieved from <https://www.nytimes.com/2017/02/19/business/uber-sexual-harassment-investigation.html?ribbon-ad-idx=4&ref=technology&module=Ribbon&version=context&region=Header&action=click&contentCollection=Technology&pgtype=article>

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SECTION C: WRITING [20 MARKS]

Instructions: Study the charts below. Write a report on three shopping malls visited by teenagers in February. Analyse and discuss the visits in relation to the promotional activities of the three shopping malls in the same month. You should write between **150 to 200** words.

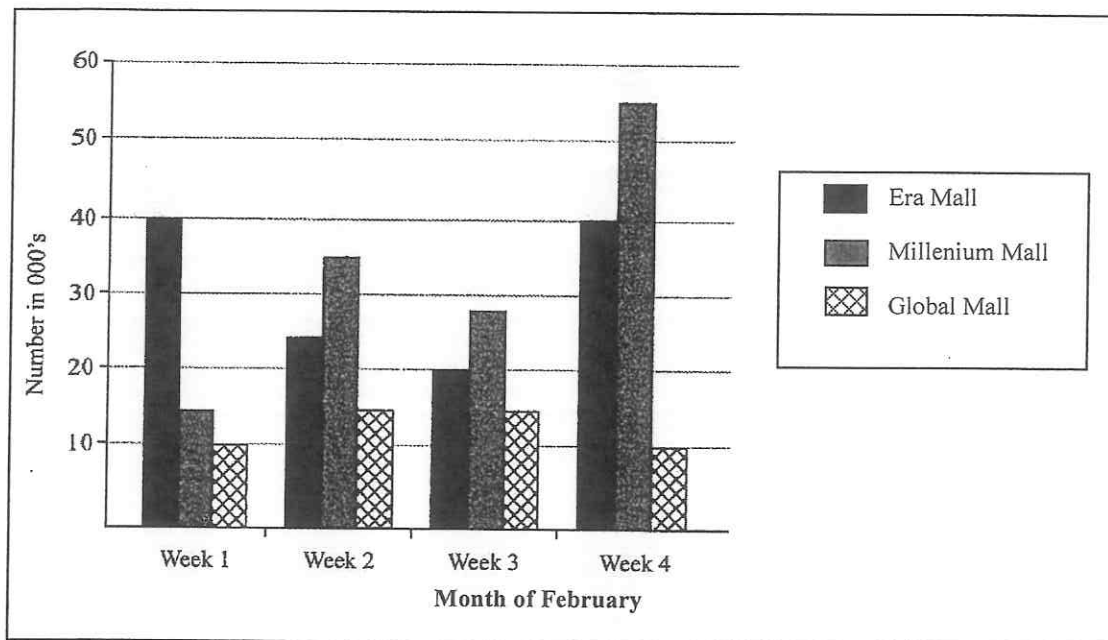


Figure 1: Shopping Malls visited by Teenagers

<i>February</i>	<i>Promotional Activities</i>		
	<i>Era Mall</i>	<i>Millenium Mall</i>	<i>Global Mall</i>
<i>Week 1</i>	New Year Sale	-	-
<i>Week 2</i>	Women's Day Sale	Top Model Competition	Meet Your Favourite Band Event
<i>Week 3</i>	-	-	-
<i>Week 4</i>	Kid's Day Sale	Children's Colouring Activity	-

Table 1: Promotional Activities of three Shopping Malls in February

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